

- 1 1. (Previously Presented) A method for specifying user preferences, comprising:
2 generating a pull-down menu in a graphical user interface; and
3 enabling a user to move labeled items in said pull-down menu representing user
4 choices describing variables in electronic commerce transactions such that
5 relative positions of said items correspond to relative user preferences.
- 1 2. (Previously Presented) The method of claim 1 further comprising a user deleting said
2 items representing unacceptable user choices.
- 1 3. (Previously Presented) The method of claim 1 further comprising a user deleting said
2 items representing uninteresting user choices.
- 1 4. (Previously Presented) The method of claim 1 further comprising a user limiting the
2 number of said items using a cut-off bar.
- 1 5. (Previously Presented) The method of claim 1 wherein said moving further comprises
2 clicking and dragging.

1 6. (Previously Presented) A system for specifying user preferences, comprising:
2 a computing device generating a graphical user interface;
3 a pull-down menu in said graphical user interface including labeled items
4 representing available user choices describing variables in electronic
5 commerce transactions; and
6 an input device enabling said user to arrange said items such that relative positions
7 of said items correspond to relative user preferences.

1 7. (Original) The system of claim 6 wherein said computing device is at least one of:
2 a personal computer, a cellular telephone, a personal digital assistant, a pager.

1 8. (Canceled).

1 9. (Original) The system of claim 6 wherein said items form a hierarchy.

1 10-13. (Canceled)

1 14. (Previously Presented) The system of claim 6 wherein said electronic commerce
2 transactions include at least one of: making travel reservations, shopping online, choosing a
3 restaurant, selecting a vendor, providing marketing data, specifying employment interests.

1 15. (Previously Presented) The system of claim 6 wherein said input device is at least one
2 of: a mouse, an isometric finger-operated computer pointing device, a trackball, a keyboard,
3 a stylus, a touch-sensitive screen, a speech analyzer.

1 16. (Previously Presented) A system for specifying user preferences, comprising:
2 means for generating a pull-down menu in a graphical user interface; and
3 means for enabling a user to move labeled items in said pull-down menu representing
4 user choices describing variables in electronic commerce transactions such
5 that relative positions of said items correspond to relative user preferences.

1 17. (Currently Amended) A computer program product for specifying user preferences
2 comprising a machine-readable medium ~~having~~ tangibly embodying computer-executable
3 code means thereon including:
4 a first code means for generating a pull-down menu in a graphical user interface;
5 a second code means for enabling a user to move labeled items in said pull-down
6 menu representing user choices describing variables in electronic commerce
7 transactions such that relative positions of said items correspond to relative
8 user preferences; and
9 a third code means for processing said specified user preferences.